



## Brand X Program

### ***ANALYTICAL***

<u>POL #</u>	<u>Cigarette</u>	<u>Tipping Color</u>	<u>Tar</u>	<u>Tar/Puff</u>
02182	Basic w/Bucks AC	Cork	16.2	1.93
02183	Basic w/Bucks AC Flax	Cork	15.4	1.88
02198	Basic w/Bucks AC Flax	Cork	16.0	1.90
02184	Basic w/Camb AC Flax	Cork	16.2	1.91
02185	Basic w/Camb AC Flax	Cork	16.2	1.91
02194	Basic w/Basic AC	Cork	16.2	1.86
02195	Basic w/Basic AC	Cork	16.6	1.95

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## Control Charts (ellipses)

- 95% Control Region - That is, 95% of the time a test will fall within an ellipse. 5% of the time a test will fall outside the ellipse.
- Each point represents the mean of strength and liking for one test.
- Center of the Ellipse - mean of all tests that make up that region.
- Size of the Ellipse - Depends on the sample size.
- Difference Between Cigarettes - Is estimated by the distance from the center of one ellipse to the center of another ellipse.

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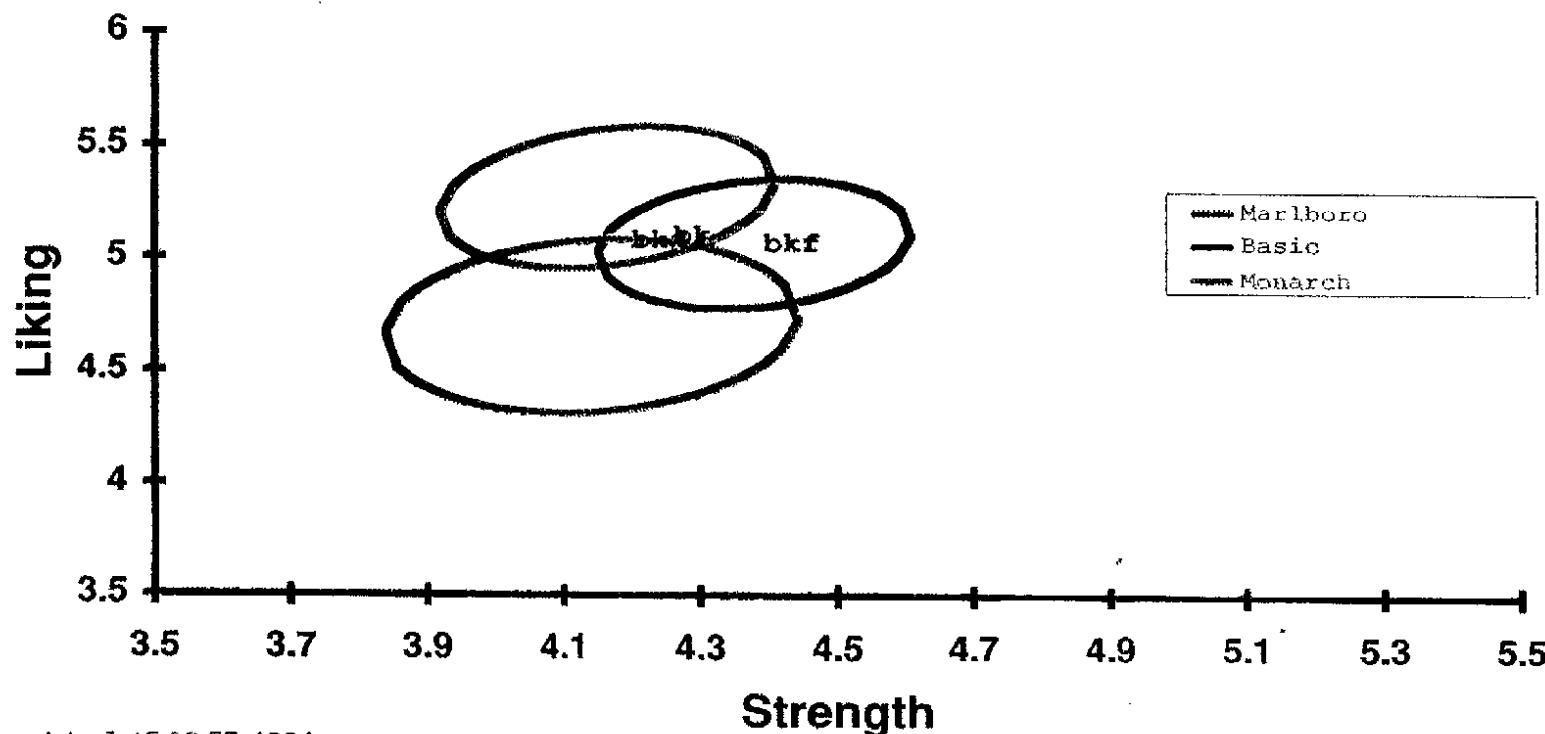
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## Sensory Objective of Marlboro/PM Safety Net

- Prototypes should have similar or better liking measures to Basic for Marlboro smokers (liking not more than 0.5 units lower than the mean of the Marlboro region).
- Strength mean not to exceed the Basic region by Marlboro smokers.

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**Brand X Program For 85mm Nonmenthol Monadic Panel  
Ratings by Marlboro KS Soft Pack Smokers**



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## Sensory Objectives of Marlboro/PM Safety Net

- Brand X should have similar liking and strength measures to Basic for Basic smokers.

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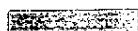
## Summary of Brand X Testing

### Marlboro/PM Safety Net

Basic with Bucks AC and Flax paper, Basic with Cambridge AC and Flax paper, and Basic with Flax paper were all rated inside the Basic region for Marlboro smokers.

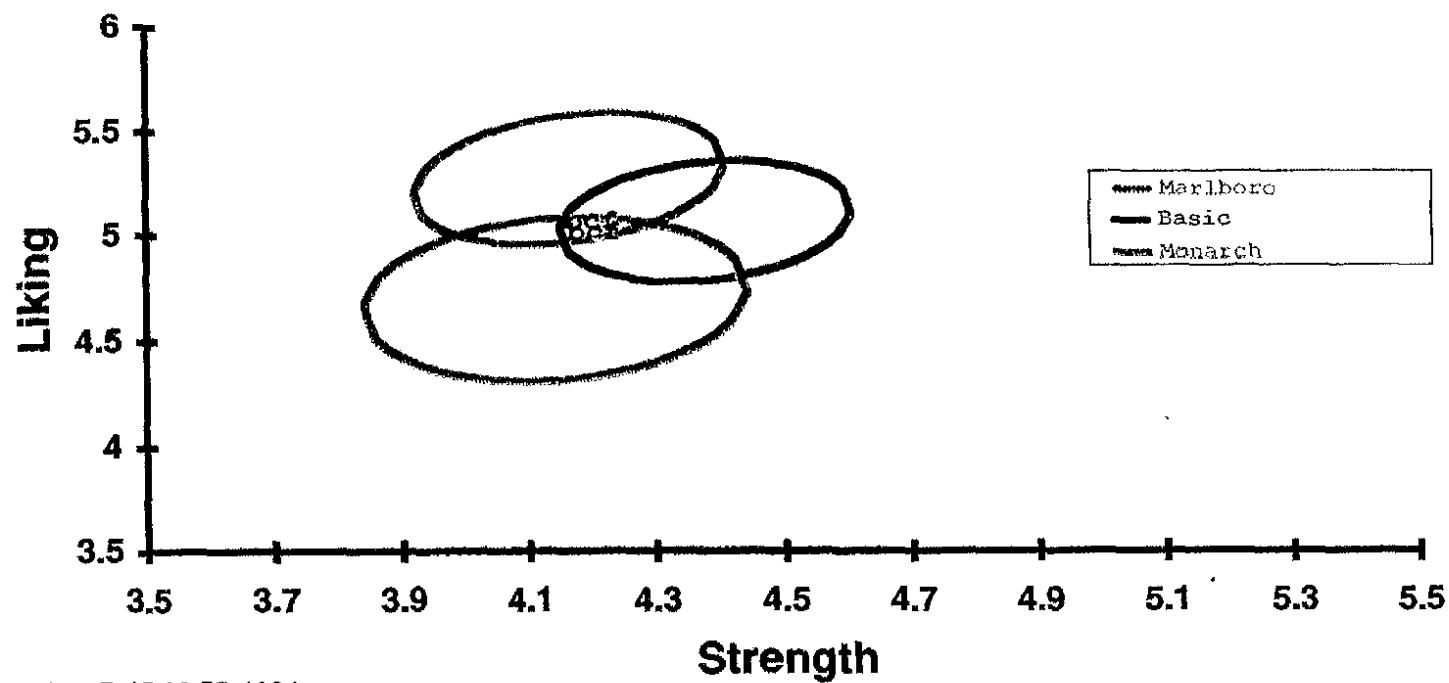
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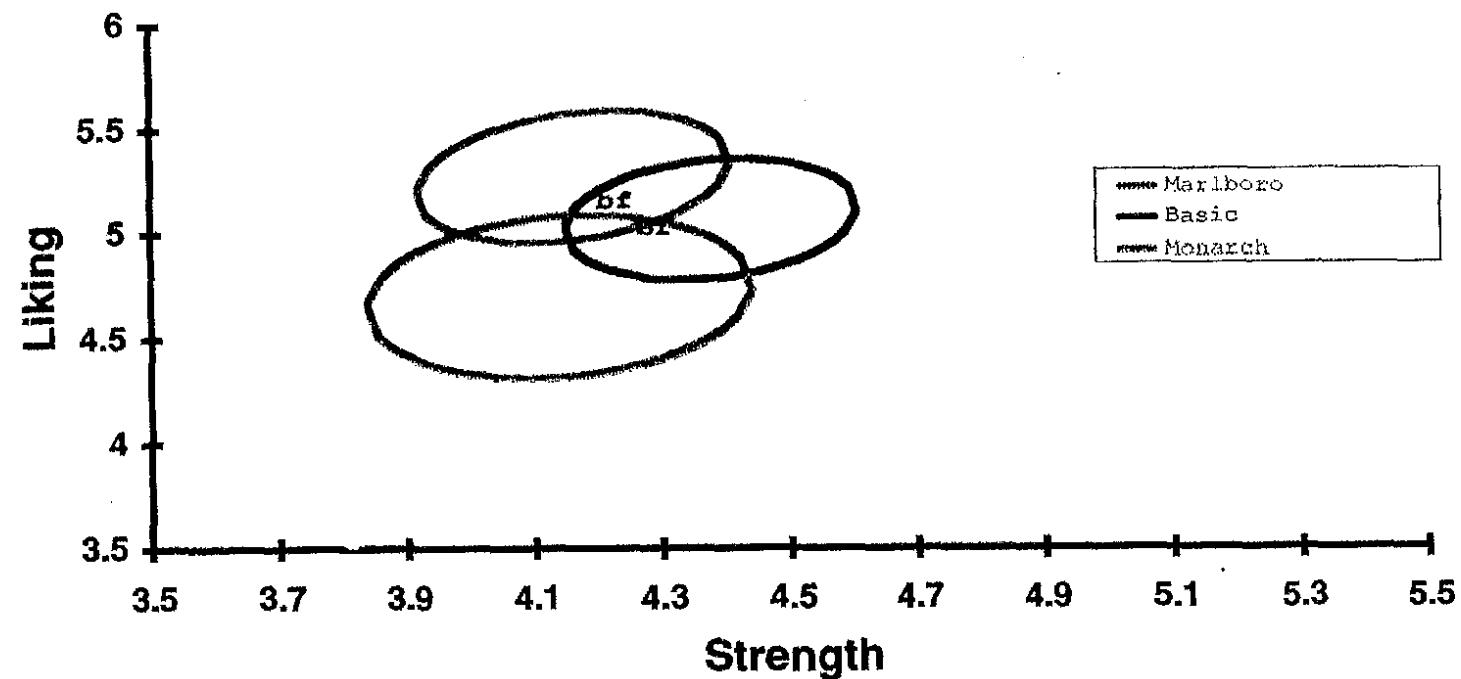
**Brand X Program For 85mm Nonmenthol Monadic  
Panel  
Ratings by Marlboro KS Soft Pack Smokers**



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**Brand X Program For 85mm Nonmenthol Monadic Panel  
Ratings by Marlboro KS Soft Pack Smokers**



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## Summary of Brand X Testing

### Marlboro/PM Safety Net

For Basic smokers, generally the average of the Basic with Bucks AC and Flax paper, Basic with Cambridge AC and Flax paper, and Basic with Flax paper fell inside the Basic ellipse.

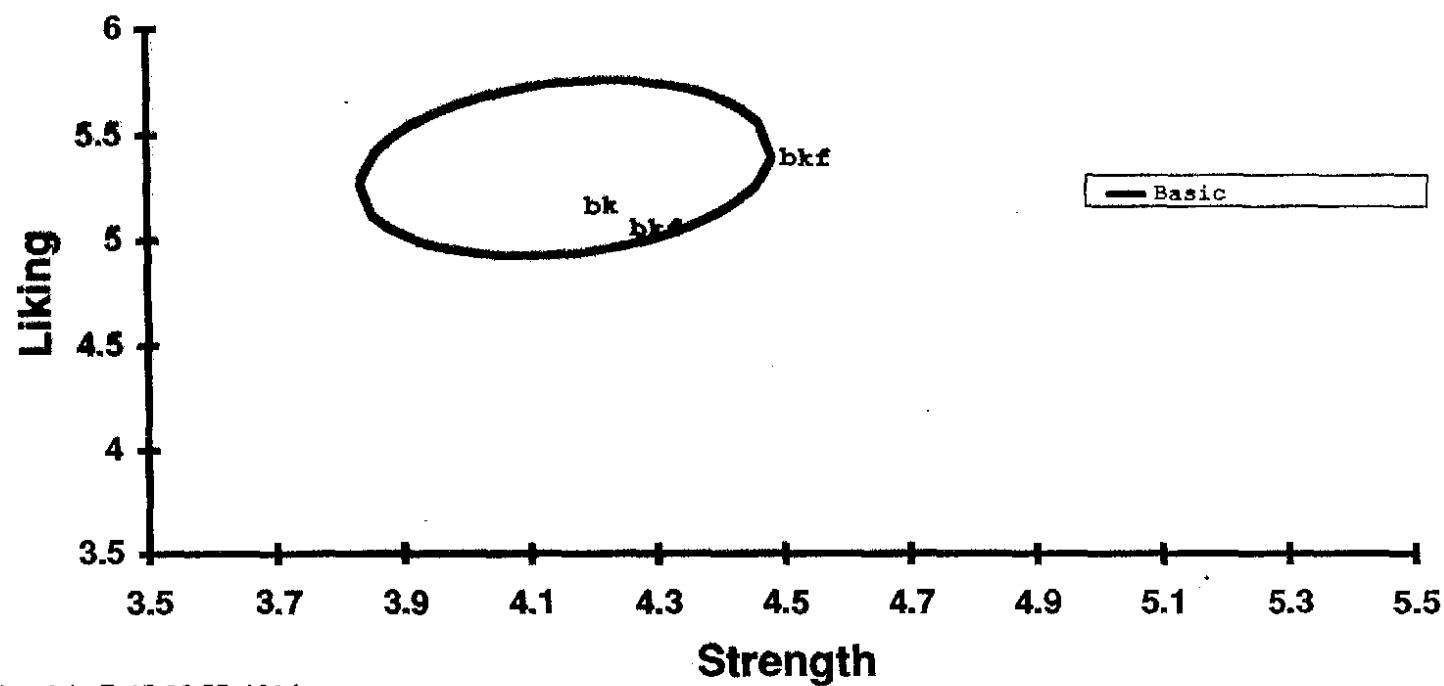
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PM

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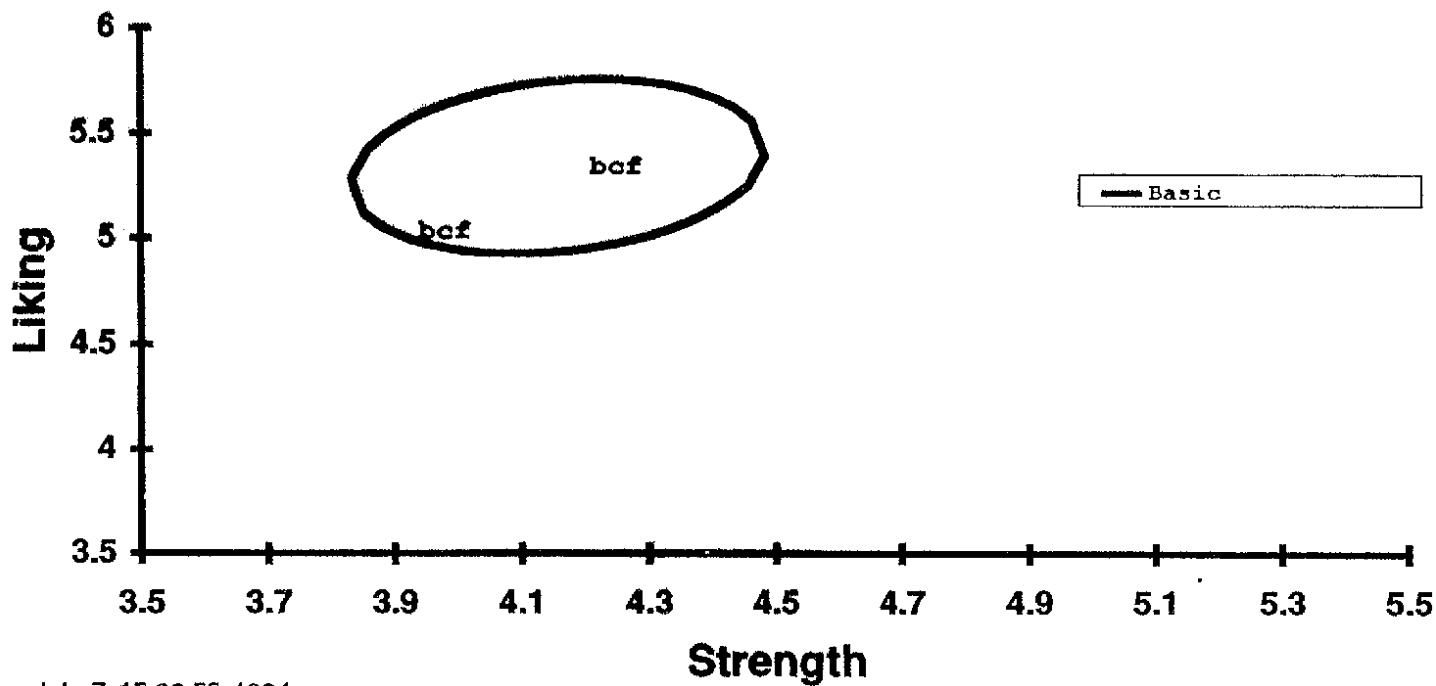
**Brand X Program For 85mm Nonmenthol Monadic  
Panel  
Ratings by Basic KS Soft Pack Smokers**



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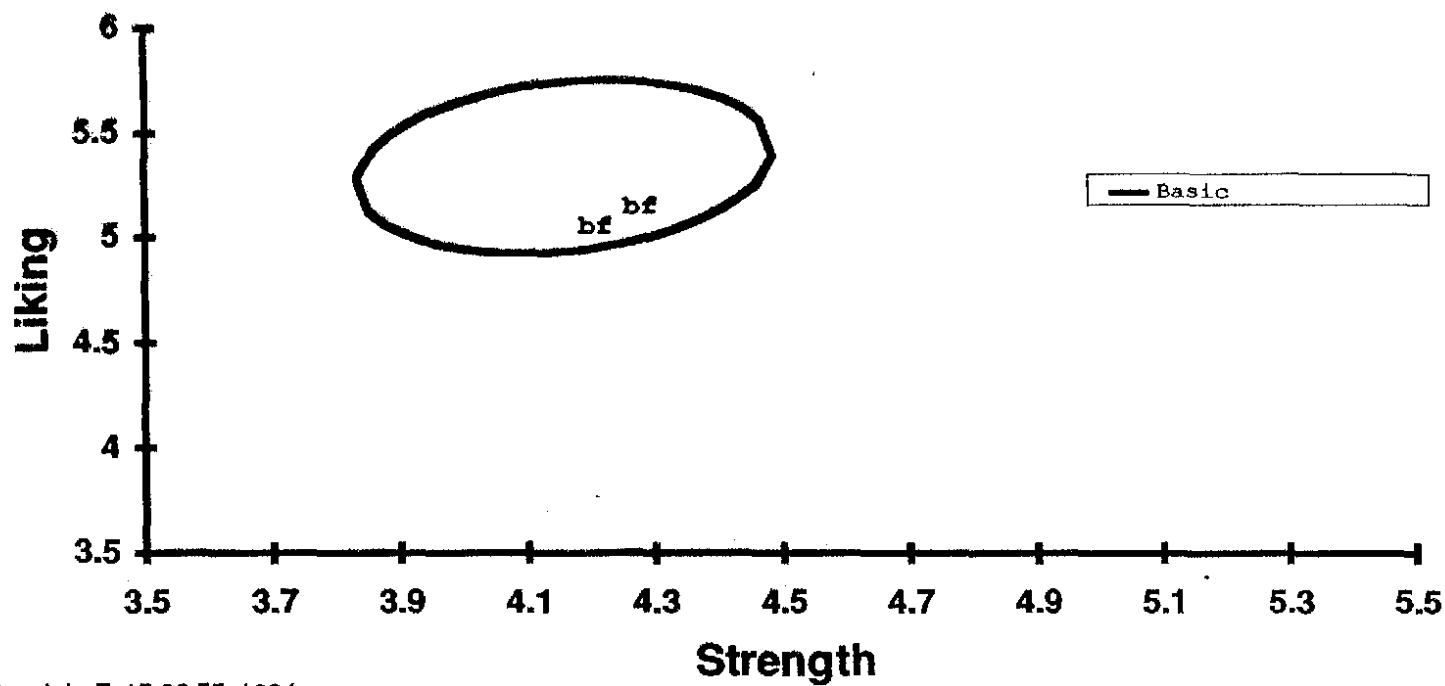
**Brand X Program For 85mm Nonmenthol Monadic  
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Ratings by Basic KS Soft Pack Smokers**



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**Brand X Program For 85mm Nonmenthol Monadic Panel  
Ratings by Basic KS Soft Pack Smokers**



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## Summary of Brand X Testing

### Marlboro/PM Safety Net

For Camel smokers, the Basic with Bucks AC and Flax paper, Basic with Cambridge AC and Flax paper, and Basic with Flax paper fell inside the Basic ellipse.

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